

Title: Outreach

Purpose

The primary function of outreach is to increase the visibility of the WIC Program to ensure potentially eligible persons in the state are aware of the WIC program and know where to seek services and to improve health professional's awareness of WIC benefits.

Authority

7CFR 246.4 (a) (7) & 246.7(a) (b)

Policy

All Local Agencies will develop and implement an outreach system designed for their communities.

- I. The Local Program is responsible for the following outreach efforts:
 - A. Send press releases and public service announcements to local media at least annually. The annual press release must include information with regard to participation in WIC by homeless individuals and organizations and agencies serving the homeless.
 - B. Distribute materials to local physicians, dietitians, nurses and other community agencies which include information on the WIC program, locations and telephone numbers of their clinic sites and income guidelines.
 - C. Keep documented outreach efforts on file.
 - D. Make concerted efforts with existing health and social service agency programs for enhanced health benefits and cost effectiveness to reach to reach migrant farm worker and homeless populations.

II. Outreach Coordination

- A. Each local WIC program must identify their referral network of resources in order to improve services to the WIC population.
- B. A written listing of the local agency's referral network must be available for staff to make appropriate referrals. This listing must be updated regularly.
- C. A list of local resources for substance abuse counseling and treatment will be available for distribution.
- D. A listing of possible community resources to be evaluated for the local agency's referral network follows. Referral is an integral part of WIC. WIC serves as an adjunct to health care, making extensive use of referrals to community resources to work towards meeting the needs of the WIC participant.

Resources to Review for Local Agency Referral Network

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Community Services

911	Emergency Medical	Fire
Police	Sheriff	Coroner
DARE	County Extension/EFNEP	Animal Control
Transportation	Child Protection Team	Preventive Community Programs, i.e., Summer Jobs for Kids Program

Human Resources

Housing	Head Start	Education – Schools, Job Training
Weatherization Program	Foster Grandparents	Big Brother/Big Sister
Handicapped	Fuel Assistance	School Lunch/Breakfast/Summer feeding Program

Social Services

Food Bank	Al/AlAnon	Alcohol/Drug Treatment Centers
Battered Women's Shelter Support Groups	Women in Transition	Mental Health Center
Salvation Army	Goodwill	St. Vincent de Paul
Rescue Missions	Florence Crittenton Home	Young Families
Catholic Charities (includes Adoptive Services)	Lutheran Social Services (includes Adoptive Services)	Shodair Adoptive Services
Credit Counseling		

Recreational

Swimming	Baseball	Etc.
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Organizations/Service Clubs

Red Cross	March of Dimes	Heart Association
Lung Association	Diabetes Association	Infant/Child Care Centers
After-School Programs	Service Organizations (Altrusa; Soroptomists; Rotarians; Knights of Columbus; Lions; Shriners; YMCA)	

Public Health Agency

Local County or City-County Health Department	Aid for Dependent Children (TANF)	Well-Child Clinics
KIDS COUNT (EPSDT)	Parenting Classes or Groups	Support Classes or Groups
STD testing/counseling	AIDS testing/counseling	Childbirth Preparation Classes
Lamaze	Home Visits (High Risk Follow-Up)	Targeted Case Management
Breastfeeding Education, Training, Support, Classes, Hot Line	Healthy Mothers, Healthy Babies Coalition	Teen Pregnancy Classes; Groups
Social Services	Dental	Environmental, Sanitation Services

Resources for Native Americans

Clinic	Housing	Social Services
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Hospital(s)

Maternity Services	Outpatient Services	Well Child Clinics
Immunizations	Dental	KIDS COUNT

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Target Case Management	Day Care	Bereavement, Infant Loss, Hospice
Hot Lines	Community Health Education	CPR Training
Early Infant Intervention Program	Breastfeeding Support, Training, Management (linked with local WIC Program)	Outreach (linked with local WIC Program)
Smoking Cessation Programs	Substance Abuse Prevention Programs	

Medical Clinic(s)

Medicaid	HMK Plus	Immunization
Outreach (linked with local WIC Program)	Targeted Case Management	Specialties (Pediatricians, Allergists, etc.)
Family Planning	HMK	

Free-Standing Clinic(s)

Satellites	Shopping Malls	Neighborhood Clinics
School-based Clinics	Breastfeeding consultants IBCLC or CLL	

Rehabilitative Clinics or Centers that offer Specific Health Services

Occupational Therapy	Physical Therapy	Speech Therapy
Nutrition Services	Adolescent Psychiatric	